



Water Conservation Program: Encouraging a Culture of Conservation

The Scottsdale Water Resources Department and Scottsdale City Council have been working together to strengthen water conservation programs that encourage forward-thinking conservation strategies, appropriate and enduring landscapes, and a stronger water conservation lifestyle in Scottsdale. New programs are in place to support community efforts to preserve and revitalize mature neighborhoods, and existing programs have been enhanced to broaden educational opportunities and provide greater incentives and assistance to renovate aging landscaping.

PROGRAMS

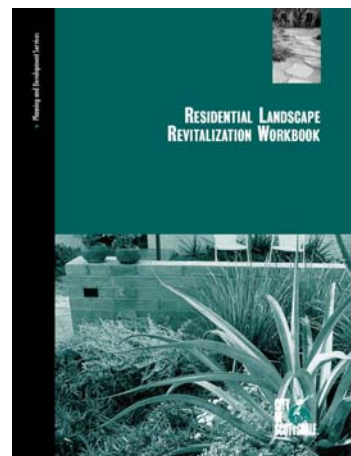
Workbook

► Residential Landscape Revitalization Workbook

Investment in landscaping has been recognized nationally as an essential element in sustaining the value of neighborhoods and strengthening and preserving the quality of life in our communities. But renovating aging landscaping can be a daunting undertaking for many homeowners. The Residential Landscape Revitalization Workbook was developed to simplify the process and assist homeowners in renovating and rejuvenating their home landscapes.

The unique workbook teamed two local landscape architects and longtime Scottsdale residents Doug Diggins and Greg Presto in partnership with the City of Scottsdale's Water Conservation and Planning and Development specialists.

The result – seven unique landscape designs with themes to inspire. From a vibrant Colorscape to a low-maintenance Ezscape, all are designed with the low-water-use principles of Xeriscape in mind to ensure that the landscapes are beautiful, enduring, and water thrifty.



Outreach and Education

► Design Day

The Scottsdale Annual Design Day event is an opportunity to showcase the Residential Landscape Revitalization Workbook. As a partner in presenting the event, the Water

Conservation Office also provides additional consultation support for landscaping renovations and informational brochures to assist in Xeriscape conversion, plant selection, and landscape irrigation. In addition, the water conservation booth offers rebate program applications, irrigation audit information, and workshop schedules.

Water Conservation partners within city departments and throughout the community to provide a comprehensive public outreach program. Scottsdale's Green Building Program, Citizen Service Centers, Citizen and Neighborhood Services, Planning and Development Services, and Public Libraries, as well as certified Master Gardeners, realtors, landscape architects, and local nurseries are all part of the conservation outreach network.

► **Community Outreach**

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► **Public Education Workshops**

Water Conservation is attuned to opportunities to provide public education to meet the varying needs within its communities. A new workshop was developed for the 2004 lineup to assist homeowners with updating and renovating mature landscaping. Popular author and landscape architect Judy Meilke was engaged as the speaker and focused the workshop on design ideas and suggestions especially helpful for renewing aging landscapes.

Workshop Attendance		
Calendar Year	Customers	Workshops
Year 2003	1,038	26
Year 2004	1,034	22
Year to date 2005	447	12

The well-received workshop "Rejuvenate Your Landscape" garnered the following comments:

"Great guide for all the steps in the process covered start to finish and able to do with minimal professional help."

"Outstanding presentation for homeowners who can do a little or a lot to brighten up the yard."

"The Water Conservation Office's landscape classes provide a tremendous resource for Scottsdale residents, particularly those of us new to the Southwest. The instructors are experienced and knowledgeable and the class prices (none) are excellent!"

► **Residential Audit Program**

A free one-time landscape irrigation system audit is available to single-family residential homes. The audit is performed by a water conservation irrigation specialist and provides the homeowner with hands-on instruction on programming their controller as well as advice on watering efficiently, troubleshooting, and repairing irrigation systems.



The exterior residential audit program completes approximately 395 audits each year for an estimated water savings of 25,534 gallons of water per household and a total water savings of 1,966,102 gallons of water in the past year alone. The popularity of the free on-site water audit program limits advertising to targeted areas only.

► **Water Waste Education**

Outdated and inefficient landscape design, aging irrigation systems, and improper watering often result in water waste and citizen complaints. Resolving citizen complaints and reports of water running into the streets is a challenge that is rich with opportunities to offer landscape irrigation education, advice on converting grass areas to water-efficient Xeriscape, and information on landscape rebates and city-sponsored programs that are available to assist with conversion costs. While citizen complaints are always addressed, the city is also addressing water waste concerns proactively. Staff is looking for and using water-waste sightings as a reason to contact citizens and to teach them how to reduce water waste while saving money. The numbers listed below are limited to the revitalization area.



Water Waste Education	
Program Year (new in 2005)	Average Proactive Contacts
2005	24.6/month

Incentive Programs

► **Turf Removal Rebate Program for Residential Customers**

A new landscape rebate program for residential customers has begun in Scottsdale. While the previous program was available to homeowners for the installation of Xeriscape, the new Turf Removal Rebate Program will target high-water-use lawn in established landscapes and will offer several levels of conversion options and greater incentives for installing low-water-use landscaping. While water savings in

established communities have topped over a million gallons with the help of past rebate programs, the new program encourages even greater participation in updating and improving landscapes by offering assistance that will offset the high cost of renovation.

Before Xeriscape



After Xeriscape



► **Turf Removal Rebate for Commercial/Residential Common Areas**

In addition to the enhanced residential rebate, a new turf removal rebate program will be available to commercial property owners and HOAs with residential common areas for converting to low-water-use landscaping. Also based on the removal of established lawn, the rebate is an incentive to older communities to renovate and update aging landscaping.

► **Irrigation Controller Rebate**

The intent of the landscape irrigation controller rebate is to reduce outdoor water use and promote healthy attractive landscaping by improving watering efficiency. This rebate has been increased to offer assistance with the purchase of a controller with features that offer multiple programs and are easy to use. The rebate is available to both residential and commercial customers.

► **Plumbing Rebate**

Plumbing rebates are offered to encourage a permanent reduction in water use and to further establish water conservation as a lifestyle. The rebate incentives are

offered for the installation of low-flow toilets and showerheads and are available to customers whose properties were connected to the City water system prior to 1992.

Plumbing Rebates			
Year	Aerators Issued	Showerheads Rebated	Toilet Rebates
2004	156	354	391
2005 (Jan-May)	104	75	285

Free aerators are also distributed to water customers at their request. The estimated annual water savings for 2004 was 11,830,528 gallons. The numbers listed below are limited to the revitalization area.

RESULTS ACHIEVED

Partnerships have been formed crossing city departments and reaching out to residential and business communities. The strength of these partnerships has enabled Scottsdale to enact new initiatives, enhance existing conservation programs, and plan future strategies to ensure the beauty, value, and sustainability of both neighborhoods and the quality lifestyle in the city of Scottsdale.

✓ Water Conservation Poster

- This spring the first City of Scottsdale Water Conservation Poster was designed and mailed to all citizens in Scottsdale in conjunction with the Scottsdale Water Quality Report. This colorful poster highlights programs, provides contact numbers, and offers indoor/outdoor water conservation tips.



✓ Water Conservation Presentations

- Presentations on water conservation are conducted when requested by homeowners' associations and multifamily communities. Presentations typically focus on topics that offer water-saving strategies in the landscape, such as converting to low-water-use landscaping and irrigation programming.

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✓ New Hot Water Recirculation System Rebate

- **Starting Aug 2005 a new rebate was offered** to citizens who retrofit their home with a hot water recirculation system. These devices are designed to eliminate the need to run the hot water tap for extended periods of time in order to get hot water.

Initiatives Underway:

✓ CityCable 11 Program

- Planning for long-term drought, managing city water supplies, and enlisting residents' participation in conservation practices will be the focus of a program that has been produced and will be shown on CityCable 11 this year.

✓ **Project Wet (Water Education for Teachers) Facilitator**

- A nonprofit water education program for educators and young people ages 5-18, this program facilitates and promotes awareness, appreciation, knowledge, and stewardship of water resources through the dissemination of classroom-ready teaching aids. For the first time this year, Scottsdale will sponsor a workshop series to “teach the teachers.” Seven workshops are scheduled for 2005/2006.

✓ **Water Conservation Information on New Utility Bills**

- A new section devoted to water conservation will appear on the City of Scottsdale’s new utility bill starting this fall. The section will offer timely monthly tips on how to save water and will include information for inside and outside the home.

✓ **E-mail Newsletter**

- A new e-mail newsletter will provide timely, seasonal reminders about water conservation. The newsletter will be a “self-subscribing” newsletter similar to other e-mail newsletters now provided by the city. E-mails remind citizens to adjust automatic irrigation timers when it rains or when seasons change, notify them of landscape workshops, and announce new conservation programs.